How to introduce new safety technologies



Let's face facts:

Driving is dangerous, and crashes are expensive.

There are many reasons why installing safety technology in your fleet or upgrading your fleet to newer and safer models makes sense.

But ultimately, it comes down to your duty of care to provide a safe workplace.

Yet sometimes, drivers may resist the safety technologies that could save their lives. It's easy to declare they're stubborn and don't want to change; however, businesses often introduce new technology without consultation or explanation. To deliver the promised safety improvements, you need to be confident drivers

will understand and engage with the technology rather than working around it. Having good technology and good driver relationships is often overlooked,

yet it doesn't have to be complicated or difficult. Make an effort to listen to their concerns and include them

Here are five suggestions to help you have better conversations about technology:

- Explain why you're bringing in a new technology Demonstrate its benefits and advantages
- Listen to feedback and take action as needed

in your decision-making and rollout processes.

- Deploy the technology with instruction and training
- Share feedback with the team



Nobody likes having a decision, or a new

or device - and be 100% honest. Team members will see

Explain why you're bringing

process, dropped on them with no explanation and no idea what it's all for. Take the time to explain why you're investing in a new system

through sales pitches that aren't on the level. Are you fixing a specific problem, making a general improvement to fleet safety, or simply updating existing assets? Letting your team know what's going on gives them a better

It'll also make them more likely to accept the changes.

context to understand why you're doing what you're doing.

Because you want your drivers to

trying to achieve.

understand and accept what you're

Be clear on the problem it's solving

DO:



and what success will look like.

and advantages Show, don't tell. Bring some real-world examples, data or statistics to the conversation to

Demonstrate its benefits

demonstrate the new technology's effectiveness. Make sure you know the tech inside-out so you can answer

questions confidently. Getting buy-in for new tech is twice as hard when you don't know how to drive it first.

using the technology, or a sales rep or technician from the vendor, to visit your business and explain how it works and how it helps.

Better still, see if you can get someone from another organisation

Because seeing is believing - and if you can't make a good case for the

WHY?



technology, you'll have trouble with user acceptance.

DO:



experts in your deployment plans.

Your drivers will be using the technology day to day, so you must listen to what

Listen to feedback and

take action as needed

they're saying about it. Take careful note of your team's concerns and objections. This is insight into how they view the technology and what the business intends in rolling out that technology

They may identify issues that you have not considered. Address concerns, even the ones you don't agree with.

instruction and training

Open and honest discussion allows ideas to be shared

and misunderstandings to be cleared.

Because your drivers will know if you're not listening to them.

WHY?



always get back to drivers about



the spot.

so that you can iron out any bugs. Operational or compatibility problems can spell disaster and make teams less receptive to future programs. And make

Trial the technology before a full-fleet rollout

Deploy the technology with

sure your drivers know how to use the technology before it's deployed.

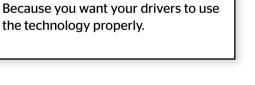
Even a single session will make a big difference - some people

might enjoy figuring out a new device or system, but most just want to get on with their jobs. After the new technology has gone live, offer follow-up training

or refreshers if needed; don't leave your staff unsupported.

the technology properly.

WHY?



DO:

might use the technology and follow

Provide training to everyone who

up with refreshers as needed.

WHY?



Because you want the feedback, and

you want the team to know you're

fine-tuning as needed.

team Once you've deployed the technology,

Share feedback with the

ask for feedback. In person, by email, on a form ... the critical thing is to show the

team you want to know how it's working for them.

With feedback in hand, you can make adjustments, offer additional training or take other steps to ensure adoption.

Critically, share the feedback and the actions you're taking

as a result with the whole team, so they can see you're

listening.



DO: Schedule a message or

communication to share the

feedback with the whole team.

Introducing new technologies is an excellent opportunity to demonstrate your commitment

Don't blow it by lecturing instead of listening. For more information about truck safety, visit

to driver safety and customer service.

nti.com.au/better-business-hub

making a commitment you should consider seeking your own independent advice. NTI.MBOSO7.1.30042021

